

Background and Problem

A well established IT training company in Lincolnshire, with close links with the University of Lincoln, providing government funded training across a range of social and business communities was looking to expand into new areas, as their growth in Lincoln had slowed. With Training centres and offices across Lincolnshire and a well established local brand, they were unsure of where to consider next and how to approach it.

Action taken

Having found further sources of Government funding in Leicestershire for IT training, MGBA were engaged to market the full range of courses provided by the company across the Leicestershire region, supported by this new funding stream. With appropriate market sector analysis and focused marketing campaigns, combining telemarketing, events and exhibitions over a period of six months, the company gained a significant new market sector in the larger commercial B2B area.

The result

The success of these campaigns in engaging with some of the major enterprises in Leicestershire, combined with further market analysis, provided the company with a new focus and confidence to go forward with a new business plan, including other counties bordering Lincolnshire. This has allowed the company to re-think their strategy for the future and direct resources into other counties for the new year. New objectives have been set and the company feels confident to roll out the training offerings to other areas in the future.

**If you want to find out more about any of the areas covered in this case study
and how we can support your business – contact us today.**